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Mayor Kim Driscoll
Photo: John Andrews

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Welcome to America's most exciting historic port city! While you are here, you can experience historic Salem through our museums, tours, and historic sites, and contemporary Salem at our galleries, shops, and restaurants. From our beautiful waterfront and harbor to our vibrant and bustling downtown, there is plenty to love about our city.

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NORTH BOSTON.ORG
Convention & Visitors Bureau



Easy to explore on foot, by trolley, or on two wheels with our bike share program, Salem is located a convenient five commuter rail stops from Boston's North Station and is less than an hour from Boston's Long Wharf on the high-speed Salem Ferry.

When you visit Salem in 2017, you will find fascinating exhibitions at Peabody Essex Museum, year-round festivals and special events, and many new businesses downtown and on our waterfront. Our music, arts, and local theater scene is more vibrant than ever.

The vibrancy, diversity, and history of our community attract new residents every year. If you love Salem so much that you can't imagine leaving here, check out the New Resident Guide at www.salem.com and consider living in Salem full time! Great stories begin here, and we'd love to add yours!

Whether you are traveling independently, with a group, or with your family, from near or from far, welcome to Salem, Massachusetts – a city that, as you will discover, *is still making history every day.*

Sincerely,

Kimberley Driscoll

Kimberley Driscoll, Mayor

For additional copies of this guide, advertising & information contact:

DESTINATION SALEM

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of the **House**
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Audio and written translations of the tour are available in Brazilian, Portuguese, Cantonese, French, German, Italian, Mandarin, Spanish and Japanese. Accessibility limited. Images courtesy Frank C Grace and The House of the Seven Gables.

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Salem Farmers Market
Photo: John Andrews

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VISITOR & TRAVEL INFORMATION

Destination Salem

Office of Tourism & Cultural Affairs
978-741-3252 | Salem.org

National Park Service

Salem Regional Visitor Center

2 New Liberty St. | 978-740-1650
Jan 1 – April 15: Wed–Sun 10am–5pm
April 16 – Oct 31: 7 days/week 9am–5pm
Nov 1 – Dec 31: Wed–Sun 10am–5pm
nps.gov/sama

Salem Chamber of Commerce

265 Essex Street • 978-744-0004
Salem-Chamber.org

Salem Maritime

National Historic Site

160 Derby St. | 978-740-1650
nps.gov/sama

REGIONAL & STATEWIDE TRAVEL INFORMATION

Greater Boston Convention & Visitors Bureau

888-SEE-BOSTON | BostonUSA.com

North of Boston Convention & Visitors Bureau

978-465-6555 | NorthOfBoston.org

Massachusetts Office of Travel & Tourism

800-227-MASS | MassVacation.com

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North Shore Medical Center/Salem Hospital

81 Highland Ave.
978-741-1215 Reception
978-354-3500 Emergency
nsmc.partners.org

MassGeneral for Children at North Shore Medical Center

57 Highland Ave. • 978-745-2100
nsmc.partners.org

Salem Police

Non-Emergency Number
978-744-0171

See page 52 for directions and parking information.

5 Seasons of Salem

With a festival or celebration every month of the year, a robust local theater scene, active nightlife, and ever-changing museum programming, you will always find something to do and explore in Salem. For more events visit salem.org.

WINTER

November 2016–March 2017

Shoes: *Pleasure and Pain*
PEM.org

February 10–12

Salem's So Sweet
SalemSoSweet.com

February 18–June 11

WOW® *World of WearableArt*
PEM.org

March 2–9

Salem Film Fest
SalemFilmFest.com

March 12–16, 19–23

Salem Restaurant Week
Salem–Chamber.org

March 26

Salem Women's History Day
7Gables.org

March 30

**Salem Advocate for Social Justice
Award Salem State University
Series Presents: John Legend**
SalemState.edu/series

SPRING

April 7–September 18

**Life and Labor Over Four
Centuries Exhibit**
7Gables.org

April 14

**Salem Arts Festival : Spring
Fashion Show**
SalemArtsFestival.com

April 23

Walk/Run for HAWC
Hawcdv.org

May 5–7

Massachusetts Poetry Festival
MassPoetry.org

May 20–October 9

**Ocean Liners: *Glamour, Speed,
and Style***
PEM.org

June 2–4

Salem Arts Festival
SalemArtsFestival.com

June 8–October 12

Salem Farmers' Market on Thursdays
SalemFarmersMarket.org

SUMMER

June 17–19

**Cry Innocent's 25th Birthday
Festival**
CryInnocentSalem.com

June 18

**North Shore Medical Center
Cancer Walk**
NSMCGiving.Partners.org

June 24

North Shore Pride Parade
NorthShorePride.org

June 26–July 12

**2017 U.S. Senior Open
Salem Country Club**
2017SeniorOpen.com

July 4

Salem Celebrates the Fourth
Salem.com

August 4–13

Salem Heritage Days
Salem.com

August 4–6

Salem Maritime Festival
nps.gov/sama

August 6

Bridge and Back 10K Road Race
SalemRoadRaces.com



Pickering Wharf
Photo: Thomas Sterling



Salem 4th of July Fireworks
Photo: Rich Matthias



Haunted Happenings
Photo: John Andrews



Queen Elizabeth
Photo: Peabody Essex Museum



Stickworks
Photo: Robert Mercado

August 12, 2016–November 26, 2017

The Horror and Sci-Fi Film Art Collection of Kirk Hammett
PEM.org

August 12–13

Essex Street Fair
Salem–Chamber.org

August 13

Chestnut Street Car Meet
HistoricNewEngland.org

August 19–20

Salem Jazz and Soul Festival
SalemJazzSoul.org

August 26–27

Antique and Classic Boat Festival
BoatFestival.org

September 9–10

Salem Spice Festival
PioneerVillageSalem.org

September 15–17, 22–24

Trails & Sails
EssexHeritage.org

September 17

Taste of the Gables
7Gables.org

OCTOBER

October 1–31

Salem Haunted Happenings
HauntedHappenings.org

October 1–31

Festival of the Dead
FestivaloftheDead.com

October 5

Haunted Happenings Grand Parade
Salem–Chamber.org

October 7

Haunted Harmonies
HauntedHarmonies.com

October 7–8

Haunted Biz Baz Street Fair
Salem–Chamber.org

October 6, 7, 8, 13, 14, 20, 21, 27, 28

Spirits of the Gables
7Gables.org

October 6, 7, 8, 13, 14, 20, 21, 27, 28

Legacy of the Hanging Judge
7Gables.org

October 14, 2017–April 22, 2018

XYZT: A Journey in Four Dimensions
PEM.org

October 27

Official Witches Halloween Ball
FestivaloftheDead.com

October 28

Devils Chase 6.66 Miler
BnSEventManagement.com

October 28

27th Annual Hawthorne Hotel Halloween Party
HawthorneHotel.com/Halloween

October 31

Halloween
HauntedHappenings.org

FALL

November 5–9, 12–16

Salem Restaurant Week
Salem–Chamber.org

November 23

Wild Turkey 5 Mile Road Race
SalemRoadRaces.com

November 25–January 1, 2018

Salem Holiday Happenings
Salem.org

WINTER

December 1–3

Christmas in Salem
ChristmasinSalem.org

December 16–April 1, 2018

Georgia O'Keefe: Living Modern
PEM.org

December 31

New Year's Eve Launch!
SalemMainStreets.org

January 1, 2018

Wicked Frosty Four
WickedRunningClub.com

January 12–14, 2018

Comedy & Spirits Festival
SalemComedyFestival.com

January 27, 2018

Masquerade Ball
HawthorneHotel.com



St. Joseph's Church and Parish House

The History of SALEM'S MILL HILL

—Margherita M. Desy, Historian

Salem's "Mill Hill" has, for five centuries, been a center of marine and industrial production and residential neighborhoods of ever-changing local and immigrant populations. Historically, the area has extended from Front Street (north), to Lafayette Street (south), to New Derby/Derby Streets (easterly), and High/Summer streets (west).

The "hill's" natural topography sloped toward two waterfronts. The western slope ran to the South River, Salem's original "upper" harbor, the Mill Pond, and Ruck's Creek. This 17th-century shipbuilding neighborhood was "Knocker's Hole," nicknamed for the ever-present hammering on ship and boat hulls. Mill Street, Riley Plaza, and the U.S. Post Office cover Knocker's Hole today. The northeast slope was the "South Fields" or "Stage Point" and in the 17th and 18th centuries included shipyards and "stages" for drying fish. Shetland Park and "the Point" are built on the South Fields.

The "mill" refers to the mill dam which supported grist, saw, scythe, and veneer mills and straddled the South River from the mid-1660s to the mid-1850s. Railroad tracks were laid

in the Mill Pond (Jefferson Avenue) in 1838. The filling-in of this portion of the South River created land for the railroad depot (eliminated in the 1950s for Riley Plaza) and the U.S. Post Office (1932-33). The commuter rail tunnel under Mill Street is the approximate location of the 17-th century mill dam.

While an 1805 bridge, which connected present-day Lafayette and Central streets, cut off the upper South River, it linked Mill Hill to the growing town center. Today's New Derby Street sits on top of the buried South River channel and the Front Street wharves. The Mill Hill neighborhood expanded in the 19th century. South Street (renamed Lafayette Street after the Marquis de Lafayette's 1824 visit) became known as Salem's "Champs Elysees," acknowledging its urban beauty.

Nathaniel Griffin began building the Naumkeag Steam Cotton Company on Stage Point in 1845. Weaving began in 1847, and by 1890 NSC specialized in sheeting under the trade name "Pequot." By 1914, there were 116,554 spindles in

production in 20 separate buildings. The mill neighborhood of "the Point" was congested streets of three- and four-story wooden tenement housing. The mill population was largely French-speaking Canadians, along with hundreds of Polish Russians and Austrians, Irish, and Americans. The Roman Catholic French Canadians consecrated their "new" St. Joseph's Church on the corner of Lafayette and Harbor streets in September 1913. On June 25, 1914, a devastating fire swept through Salem, destroying 253 acres. Mill Hill, St. Joseph's Church, much of the Point, the Naumkeag Steam Cotton Company, and half of Lafayette Street were destroyed. In the months and years after the fire these neighborhoods were rebuilt. The Audet building at 100 Lafayette Street, Lafayette Park (the site of Fire House 1, which burned), the Lafayette Hotel, the Point's brick apartment buildings, a rebuilt Lafayette Street, and Shetland Park are daily reminders of the ongoing rejuvenation in Salem, the "City of Peace."



Ruins of St. Joseph's church after the Great Salem Fire.



Gedney House ca. 1912
Courtesy of Historic New England

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Holy History in Salem

Founded in 1629, Salem has a rich religious history that began with its founding. Most of us know that the Puritans left England to be able to practice their religion freely, but then what happened? People of many faiths have called Salem home over the past 390 years. Today Salem is proud to be a No Place for Hate Community that promotes the acceptance of diversity. Here is some of Salem's religious history that has led to the city being a place of respect today.

Organized by Puritan settlers in 1629, the First Church counted Salem's founder Roger Conant and the first governor of Massachusetts, John Endecott, among its members. The third minister of the First Church was Roger Williams who argued that Native Americans should be compensated for their land, and that there should be a separation of church and state. As a result, Williams was ordered to return to England, but he fled to Rhode Island and started his own community, Providence. There he founded a new church that became America's first Baptist church.

Two members of Salem's First Church were caught up in the Witch Trials of 1692: Rebecca Nurse and Giles Corey. Both were full members of the church until they were excommunicated and sent to their deaths. Their memberships were formally reinstated during the Tercentennial observance of the Witch Trials in 1992.

Over time, First Church divided into five separate churches, including Second Church, which is now home to the Salem Witch Museum, and the Tabernacle Congregational Church, which commissioned the first American foreign missionaries in 1812.

While Salem does not still have a Quaker Meeting House, it does have a Quaker Burying Ground on Essex Street. The Quakers were victims of religious intolerance, as the Puritans seeking religious freedom were really seeking freedom only for their religion. When Quaker missionaries came to Salem in the 1650s, their beliefs in equality of men and women and a direct relationship with God, as well as their objection to violence, so threatened the order established by early Colonial society that Quakerism was outlawed in 1658. According to the Salem Women's Heritage Trail, "the more [Quakers] were persecuted for practicing their own religion, the more important it became for Quakers to 'witness' for their faith and not give in."

Founded in 1733, St. Peter's Church was built on land that was donated by Phillip English, a wealthy merchant who had been accused and jailed during the Salem Witch Trials. The current stone church was built in 1833, and in 1871 a chapel was added to the building, directly over the old graveyard. Some of the tombstones were placed in the chapel walls; others were moved to the front of the church where they are a popular spot for speculation of why they were placed in such close proximity to each other.

Members of St. Peter's Church who wanted a place to worship that was closer to their homes established Grace Episcopal Church on Essex Street in 1858. The current Gothic Revival structure was built in 1926 and features beautiful stained-glass windows.

Immaculate Conception Catholic Church on Hawthorne Boulevard was the first Catholic church in Salem. Founded as St. Mary's Church in 1826, the current structure was designed by architect Enoch Fuller and built in 1857. Immaculate Conception was the second parish formed by the Roman Catholic Archdiocese of Boston.

St. John the Baptist Catholic Church broke off from Immaculate Conception and was founded in 1903 to serve Salem's growing community of Polish immigrants. St. John's hosts a vibrant Polish festival each September.

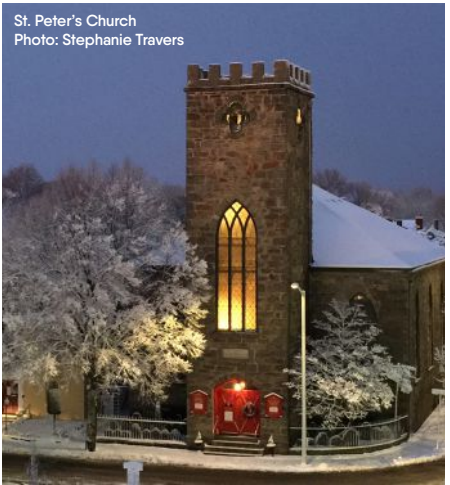
An architectural favorite in Salem because of its five blue onion domes with patriarchal crosses, St. Nicholas Russian Orthodox

Church was built in 1908 to serve skilled leather workers from Russia and Poland who came to work in the shoe and leather factories in Salem and Peabody.

Salem was home to one of the North Shore's oldest Jewish synagogues until Temple Shalom was closed in 2014 to merge with Temple B'nai Abraham in Beverly.

Temple of Nine Wells – ATC has been serving the spiritual needs of the growing Wiccan community in Salem since it was established in 1992 by Rev. Laurie Cabot. Today TNW is one of several Wiccan congregations in Salem.

Some of Salem's churches are open for public tours during the year and during Trails & Sails Weekends in September. Turn to page 49 for a list of Places to Worship.



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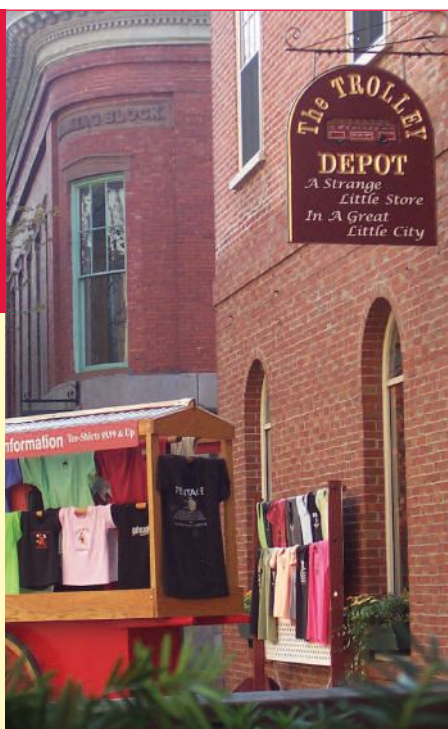
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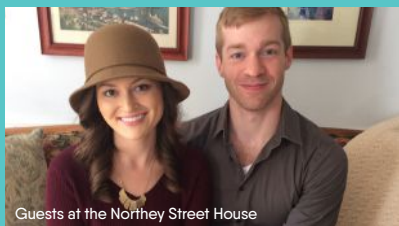
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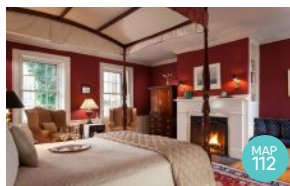
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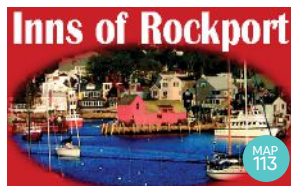
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InnsOfRockport.com

MAP
114

North Shore Hotel

50 Dayton Street, Danvers
978-777-1700

Located 7 miles from Salem & 15 miles from Boston. Indoor pool, complimentary hot breakfast and free Wi-Fi. Coming soon-newly renovated Best Western Plus!

NorthShoreDanvers.com

MAP
115

Pleasant Street Inn

17 Pleasant Street, Rockport
978-546-3915

An 8 room bed and breakfast within walking distance to shops, restaurants, art galleries and beaches. Private baths, hearty breakfast, on-site parking. 30 minutes to Salem by car or train. Wi-Fi.

PleasantStreetInn.net

MAP
116

The Tuck Inn B & B


17 High Street, Rockport
800-789-7260

Come stay at our cozy 1790 home! 30 min. from Salem. Savor our renowned breakfasts & exceptional hospitality! Read about us on TripAdvisor, then come relax in our quiet, comfortable Inn & enjoy this scenic seaside village! Wi-Fi. TuckInn.com

MAP
117

Wylie Inn and Conference Center

295 Hale Street, Beverly
978-867-1800

Conveniently located just minutes from Salem and area attractions, newly designed accommodations, direct beach access, Fountain Café & Bar, complimentary parking & Wi-Fi, fitness center, state-of-the-art conference center.  WylieCenter.com

MAP
113

Winter Island Park

50 Winter Island Road | 978-745-9430
Come explore Winter Island! RV and tent camping, May 20 - November 1. Walking tours of Winter Island, camp and gift store, function hall, public beach with lifeguard, historic Fort, and Pickering Lighthouse.

Salem.com/Winter-Island-Park

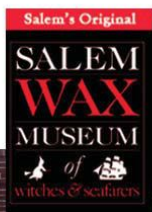
A Creative Destination



You will find the arts around every turn in Salem. From gallery installations at coffee shops to the remarkable Peabody Essex Museum, public art installations downtown to theatre at Salem State University, it is easy to weave creativity into your exploration of Salem.

Visit Artists' Row to see a local wood turner, potter, and hat maker at work. Purchase an original creation, or make your own.

Check out the festival schedule on Salem.org and plan your visit around the Salem Film Fest, Massachusetts Poetry Festival, Salem Jazz & Soul Festival, or Heritage Days' free comedy improv days.



SalemWaxMuseum.com
SalemWitchVillage.biz
978-740-2929

Additional seasonal attractions: Frankenstein's Castle, Haunted Witch Village, Candelit Ghostly Walking Tour, Within A Witching Hour Spellcasting



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pioneervillagesalem.org
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Lessons From 1692

Bridget Bishop in 21-st Century Salem

Have you ever been accused of something you did not do? Have you been stereotyped incorrectly or inappropriately? Have you been called names? These things happened during the Salem Witch Trials of 1692. Children got sick, people got scared, accusations were made, and, ultimately, 20 innocent people were put to death.

“Hang her! Take her away!”

A crowd gathers on Essex street daily during the summer months and October to hear the Town News, which includes the comings and goings of vessels filled with precious cargos, the needs of the townsfolk, and accusations of witchcraft. Bridget Bishop has been accused of practicing witchcraft against Ann Putnam, Mercy Lewis, and other girls in Salem Village She is accused of keeping “poppets,” or dolls, in her house. She will be sent to trial, found guilty, and will be the first to hang, on June 10, 1692.

The pre-trial examination of Bridget Bishop is reenacted daily (in season) at Old Town Hall. The audience, helps restrain Goodwife Bishop and take her to Old Town Hall where she will be put in handcuffs and questioned about her involvement with the Devil and witchcraft. The audience will be her jury, a jury of peers that the victims in 1692 were not entitled to.

Bridget Bishop was 52 when she was hanged for witchcraft. The actors who step into Bridget's character for performances of "Cry Innocent" range in age, but they all wear the red paragon (a type of fabric blended of wool and silk and sometimes camel hair) bodice that Bridget was known for, and they are all faced with the same fate.

Patricia Bridgeman has played Bridget for two years. "Standing in shackles, being accused of things she hasn't done, knowing that a woman has already been hanged in Boston for witchcraft, and knowing that 50 people are in prison," Bridgeman says, "Knowing these things and not knowing what confessing would accomplish is sobering."

There is a turning point in the examination of Bridget Bishop when she stumbles, while reciting the lord's prayer, making an unforgivable mistake in her recitation. Olivia Gould, who has played the part

of Bridget for two months, believes, "Bridget was panicked. Children were screaming and freaking out, people were yelling at her, and Bridget probably couldn't hear herself think." Her critical mistake gave her examiners the evidence they sought that she was in league with the Devil.

Perspective is important to understanding the Witch Trials of 1692. The magistrates and ministers were trying to save their community from the work of the Devil. It was a time of darkness and fear. Kristina Stevick, who played Bridget for four years in the 1990s, says she has more sympathy for the girls who made the accusations. "It is a good reminder to consider the environment in which somebody is growing up," Stevick says, "and how important a healthy community is for raising children."

The events of 1692 in Salem were complex. People often try to apply modern morality to 17-th Century Salem, but it doesn't work, and there is no guarantee that a 21-st century audience jury will find guilt or innocence after hearing testimony against Bridget Bishop. What we can do, however, is apply the lessons of 1692 to modern culture and be careful not to slip into the role of accuser. We must be mindful of all human rights and work for social justice on behalf of those who cannot.



Olivia Gould as Bridget Bishop.

Cry Innocent

The People Versus Bridget Bishop is celebrating its 25th anniversary in 2017. Learn more at CryInnocentSalem.com

2017 is the 325th Anniversary of the Salem Witch Trials of 1692. Find events and programs commemorating this anniversary on Salem.org and SalemAward.org.

ACTIVITIES



Salem Witch Museum

Still Making Memories

MUSEUMS & ATTRACTIONS • TOURS

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REGIONAL ACTIVITIES



Salem Day Tour



Bakers Island Light
Photo: Logan Goodwin



Count Orlok's Nightmare Gallery

285 Derby Street | 978-740-0500

This TripAdvisor five-star-rated attraction is unique! A cinematic museum for fans everywhere. Actors, characters, SPFX artists, and directors are all honored here with life-sized figures by Hollywood SPFX artists!

NightmareGallery.com

MAP 14



Cry Innocent

Old Town Hall | 978-810-2588

Critically acclaimed live reenactment of the witchcraft examination of Bridget Bishop. Featured on The Travel Channel, NPR, TLC and more. [📺](#)

CryInnocentSalem.com

MAP 15



Discover Salem Passport

Use this combo pass to explore the House of the Seven Gables, the Peabody Essex Museum, the Salem Witch Museum aboard the Salem Trolley (in season). Advanced online purchase necessary. [📺](#)

DiscoverSalemPassport.com



Frankenstein's Castle

288 Derby Street | 978-740-2929

Step into the Salem Wax Museum's darkest dungeon and witness the horrors of Dr. Frankenstein. Open daily late June thru August. Extended hours in October. Tickets available at Salem Wax Museum and Salem Witch Village.

SalemWaxmuseum.com/

HauntedHouses.html

MAP 16



Friendship of Salem

160 Derby Street | 978-740-1650

The National Park Service owns and operates this replica tall ship. *Friendship* commemorates Salem's role as a center of global trade in post-Colonial America. Tours and activities available; seasonal.

NPS.gov/sama

MAP 17



Gallows Hill Museum/Theatre

7 Lynde Street | 978-825-0222

Immerse yourself in the facts, myths & legends surrounding the witch trials. Witness ghosts & more with our live theatre experience! Five-star ratings on TripAdvisor. Group bookings: March-Nov. [📺](#)

GallowsHillSalem.com

MAP 18



Historic New England's Phillips House

34 Chestnut Street | 978-744-0440

Visit Historic New England's Phillips House on historic Chestnut Street and learn about the Phillips family and their domestic staff in the early 1900's. Antique carriages & cars. Admission charged.

HistoricNewEngland.org

MAP 19



The House of the Seven Gables

115 Derby Street | 978-744-0991

Embark on an unforgettable tour of The House of the Seven Gables. Admission also includes the Nathaniel Hawthorne birthplace, waterfront views, and a unique Museum store. Tours daily 10am-5pm. (7pm, July-October)

7Gables.org

MAP 20



New England Pirate Museum

274 Derby Street | 978-741-2800

Features a guided tour where you will visit a re-created dockside village and pirate ship and experience the adventures of New England's sea robbers. Daily 10am-5pm, May thru October (weekends in April and Nov.). Extended hours in October. Visa/MC/Dis. See ad on back cover.

PirateMuseum.com

MAP 21


MAP
22

Old Burying Point Cemetery Charter Street

Salem's oldest graveyard, founded 1637. Find graves of notable Salem residents such as a Witchcraft Trials judge, Massachusetts governor, and even a Mayflower passenger. Closed after dark.


MAP
23

Peabody Essex Museum

161 Essex Street | 866-745-1876

The Peabody Essex Museum, one of the nation's fastest-growing art museums. Features art and culture from New England and around the world, including a 200-year-old Chinese House. Wi-Fi. ♿

PEM.org


MAP
24

Pioneer Village

978-744-8815 | Forest River Park

Pioneer Village is the oldest living history museum in America and is designed to represent Salem in the year 1630. Open June–September, Saturdays and Sundays. Tours at 12:30, 1:30 & 2:30.

PioneervillageSalem.org


MAP
25

Salem Maritime National Historic Site

160 Derby Street | 978-740-1650

This National Park preserves one of America's most influential ports. Historic buildings, wharves, and the vessel *Friendship* describe the traders and sailors who brought the riches of the Far East to America.

NPS.gov/sama


MAP
16

Salem Wax Museum of Witches & Seafarers

288 Derby Street | 978-740-2929

Salem's original wax museum, family owned and operated for over two decades! London-made wax figures depicting Salem's history from the Witch Trials hysteria and bold seafarers. Various combination tickets available. Brand-new gift shop. AAA, other discounts, group rates. ♿

SalemWaxMuseum.com


MAP
26

Salem Willows Arcade

167 Fort Avenue | 978-745-0251

Oceanfront, boardwalk-style arcade offering nostalgic favorites plus today's most popular games. Located in beautiful Salem Willows Park. Fun for kids of all ages! Group packages available. Open Apr–Sept. ♿

WillowsArcade.com


MAP
27

Salem Witch Hunt Film & Tours

National Park Service Visitor Center
2 New Liberty St. | 978-224-2036

Learn about true causes and events behind Salem's witchcraft hysteria through our Salem Witch Hunt film (35 minutes), featuring reenactors at actual 1692 locations and the Myths & Misconceptions Walking Tour 1 Hour. ♿

EssexHeritage.org/SalemWitchHunt


MAP
28

Salem Witch Museum

19 ½ Washington Square North

978-744-1692

The Salem Witch Museum is Salem's most visited museum. Open year-round with extended hours throughout the summer and October, we are the perfect start to your visit to our city.

♿ SalemWitchMuseum.com


MAP
29

Salem Witch Village

282 Derby Street | 978-740-2929

Guided by a practicing witch, discover the myths and the facts surrounding witches and their craft! For the answers and truth behind the legends, make this your first stop while in Salem! Various combination tickets available. Gift shop, AAA, other discounts, group rates. ♿ SalemWitchVillage.biz



Spirit of Salem Film

32 Derby Square–Old Town Hall
978-810-2588

Explore beyond Salem's witch history to discover the fascinating personality of this unique community, one of America's most innovative and most interesting cities. Film screens at the Old Town Hall.

CryInnocentSalem.com



Witch Dungeon Museum

16 Lynde Street | 978-741-3570

Award-winning live reenactment of a 1692 Witch Trial followed by a guided tour of the dungeon. The most exciting experience in Salem. Daily 10am–5pm, April through Nov. Extended hours in October. Visa/MC/Dis. See ad on back cover.

WitchDungeon.com



The Witchery

37 Turner Street (Across from Seven Gables) | 339-203-1307

An intimate performance space with two ongoing events: *The Tarot Experience* & *The Witches Three*. Also art exhibits, workshops, gifts. Visit website for details.

TheWitcherySalem.com



Witch History Museum

197-201 Essex Street | 978-741-7770

Experience all the historical stories surrounding Salem's 1692 Witch Trials told through an interactive tour. Walk among 15 life-sized scenes depicting these tragic untold stories of Salem. Open daily 10am–5pm, April 1 through Nov. 30. Extended hours in October. Visa/MC/Dis. See ad on back cover.

WitchHistoryMuseum.com



The Witch House

310 ½ Essex Street | 978-744-8815

Salem's only building with direct ties to the Witch Trials, the 17-th century home of Judge Jonathan Corwin. Open daily mid-March through November. Call for winter hours.

WitchHouse.info



Witch Pix

172 Essex Street | 978-745-2021

A premium witch-costume photo studio. Be the star of your own photo shoot and capture the allure of being a witch. Extensive handmade costumes, three backdrops & engaging photographers. Appointments are encouraged, walk-ins welcome.

WitchPixofSalem.com



Witch Trials Memorial

Symbolically located behind the Old Burying Point, the Salem Witch Trials Memorial is a place of reflection and remembrance for visitors and descendants of those who were condemned in 1692.

SalemAward.org



Within the Witching Hour– Live Spell Casting

282 Derby Street | 978-740-2992

A live spell casting presentation by a practicing witch that will take you through the steps of a ritual circle creating a sacred space, magical workings, and releasing your spells. Participation welcomed.

SalemWitchVillage.biz/Spellcasting



Ye Olde Pepper Companie

122 Derby Street | 978-745-2744

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YeOldePepperCandy.com


MAP
27

Boat Tours to Bakers Island Lighthouse

2 New Liberty Street | 978-224-2036
Adventure to Bakers Island Light Station – a place like nowhere else – aboard our unique landing craft Naumkeag. Roughly 2 hours. Seasonal. Tickets available online and at NPS Visitor Center. (♿)

EssexHeritage.org/Boat


MAP
37

Mahi Harbor Cruises & Private Events

Pickering Wharf | 978-825-0001
Discover & relax with Salem's leading cruise company. Offering a wide variety of daily harbor cruises May–October. Let loose with live music or absorb the sights and local history. Full bar & fresh eats! (♿)

MahiCruises.com


MAP
38

Schooner FAME of Salem

Pickering Wharf Marina
978-729-7600

Our replica of the 1812 privateer *Fame* sails up to three times daily from Pickering Wharf right in downtown Salem! See islands, forts & lighthouses from an authentic gaff schooner!

SchoonerFame.com


MAP
39

Sea Shuttle

10 Blaney Street | 888-400-0601
Discover the history and mysteries of Salem Sound on the catamaran *Endeavour*. Touch live sea creatures from our onboard aquarium. Optional dropoff & pickup at spectacular Misery Island. [Sea-Shuttle.com | crew@sea-shuttle.com](mailto:crew@sea-shuttle.com)


MAP
40

Bewitched After Dark Walking Tours

180 Essex Street | 978-498-4061
"Best Tour in Salem!" fun & informative tours led by local Salem historians. Learn what really happened in 1692 and visit 12 or more sites related to Salem's amazing history! Advance purchase recommended.

BewitchedAfterDark.com


MAP
41

Black Cat Tours

185 Essex Street | 978-239-9145
Daytime Historical and Ghostly Night Tours. The most fun, captivating, chilling tour experience in Salem! Details on our website, tickets online or at Pamplemousse. Tours meet at Axelrod Walkway Park. (♿)
BlackCatSalem.com


MAP
16

Candlelit Ghostly & Graveyard Walking Tours

288 Derby Street | 978-740-2929
A guided journey through Salem by candlelight, visiting many haunted locations. Discuss the history of the buildings' spirit activity and learn the best methods of ghost photography. Comb. tickets available. Extended hours in October.

SalemWaxMuseum.com/WalkingTours


MAP
42

Haunted Footsteps

8 Central Street | 978-745-0666
We are Salem's most respected, recommended and supernatural ghost tour, celebrating our 20th anniversary. We also provide afternoon tours in general & revolutionary history, cemetery lore, witchcraft history & a midday ghost tour. School and corporate groups welcome.
HauntedFootsteps.com


MAP
43

Hocus Pocus Tours

Museum Place Mall | 781-248-2031
Experience our unmatched passion for Salem's history as you journey back in time on our historically accurate walking tour. Join us year-round to capture the historic spirit of Salem's yesteryear.
HocusPocusTours.com



Salem Food Tours & A.M. Coffee Walks

978-594-8811

Guided food and cultural walking tours. Our year-round Tours offer tastings at Salem's finest shops and restaurants. Meet chefs, learn about spice trade history, and more! Advance reservations suggested.

SalemFoodTours.com



Salem Night Tours

127 Essex Street | 978-741-1170

Salem's nightly "Haunt and History Tour." Join the adventure every night at 8pm. our licensed guides lead you through legends, history, and the infamous hysteria of 1692.

SalemGhostTours.com



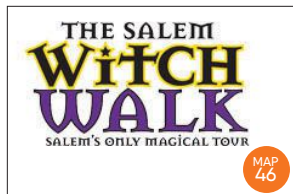
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SalemTrolley.com



Salem Witch Walk

125 Essex Street | 978-666-0884

11am, 3pm, 5pm, 7pm, Apr-Nov. Join true Salem witches and discover your own magic as you're blessed in a magic circle, visit enchanting locations throughout the city, and learn the truth about spells, voodoo dolls, potions and more!

WitchWalk.com



Sinister Stories of Salem Walking Tours

190 Essex Street | 978-498-4837

Why wait for October? Enjoy the comprehensive Salem Morning Stroll-Historical Tour at 11:30am or the hauntingly magical Sinister Stories of Salem at 8:00pm with Mediumship Circle. Tues. through Sat. SinisterStoriesofSalem.com



Spellbound Tours

213 Essex Street | 978-740-1876

Salem's original supernatural experience. Top rated on TripAdvisor! Frightening, historically accurate tours by professional paranormal investigators. Explore the Witch Trials, vampire folklore, & voodoo! Tour meets at Salem Visitor Center Bell.

SpellboundTours.com



Witch City Walking Tours

132 Derby Square | 781-608-6986

Salem's best tour! 90 minutes, lantern-lit tour through cobblestone streets, including history, hauntings, witchcraft and architecture. Family friendly! Meet at Old Town Hall stairs. Call for reservations.

WitchCityWalkingTours.com



LICENSED TOUR GUIDES

The city of Salem requires all hired tour guides to be licensed by the city of Salem. Make sure your tour is led by an official, licensed tour guide. If your guide is not clearly displaying their license, feel free to ask to see it. Companies who use licensed guides are indicated with a in their listings.



Omen: Psychic Parlor & Witchcraft Emporium

184 Essex Street | 978-666-0763

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OmenSalem.com



Salem Seances

184 Essex Street @ Omen

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Step into the Spirit Parlor of Omen and experience an authentic Salem séance with a true spirit medium. Our psychics at Omen have helped thousands of people reunite with those who have crossed over!

SalemSeances.com



Salem Witch Leanne Marrama

Hes, 246 Essex Street | 978-666-0765
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PsychicsForHire.com/LeanneMarrama

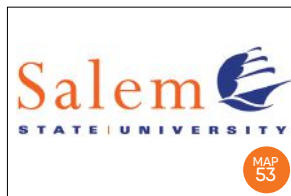


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SalemState.edu/Arts



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CaptBillandSons.com



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DiscoverGloucester.com



Saugus Iron Works National Historic Site

244 Centra l Street, Saugus
781-233-0050 | Seasonal

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NPS.gov/sair



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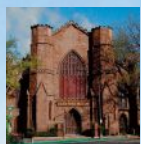
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CaramelPatisserie.com



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978-744-0995

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CoffeeTimeBakeShop.net



Jolie Tea Company

105 Essex Street | 978-745-5654

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JolieTeaCo.com



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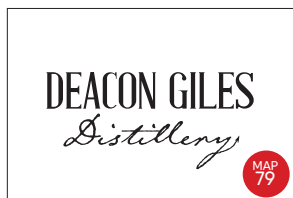
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Visit Salem's first and only distillery since prohibition for creative cocktails, tours and bottles to go. Damn Righteous Spirits, crafted with a modern twist on traditional recipes.

DeaconGiles.com



Notch

283R Derby Street | 978-238-9060

American Session Beer production brewery, beer hall and beer garden in Salem, MA. 21+ or 12 and under w/parent. Well-behaved dogs welcome in the biergarten.

NotchBrewing.com



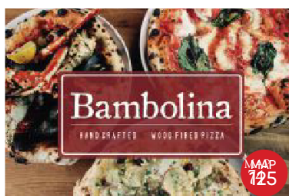
Planning a group trip to Salem? Destination Salem would be happy to help you plan. Students to seniors, reunions to cruise excursions, Salem welcomes groups of all ages and sizes to Salem 12 months of the year. Visit Salem.org/Groups or contact us at 978-741-3252 for group-friendly sites and information.



Adriatic Restaurant & Bar

155 Washington Street | 978-594-1832
Located in Downtown Salem, in the historic Salem News Building, Adriatic is a modern European restaurant featuring fresh fish, seasonal vegetables, homemade pastas and bread. Outdoor seating and friendly service. 📞

AdriaticRestaurantandBar.com



Bambolina

288 Derby Street | 978-594-8709
Bambolina features handcrafted artisan pizza and creative Italian shared plates. Winner of best new restaurant 2016, Bambolina's seasonal approach focuses on utilizing high quality ingredients, culinary technique and personable service.

BambolinaRestaurant.com



Bella Verona Ristorante

107 Essex Street | 978-825-9911
Charming atmosphere and a true culinary experience. Giorgio and his staff prepare each dish to perfection. Enjoy a delicious Italian meal with a good glass of wine. Open: Mon-Sat 4pm-10pm, Sun 4pm-9pm. BellaVerona.com



BIT BAR

50 St. Peter Street | 978-594-4838
30+ classic arcade and pinball games, 30+ local craft brews and spirits, 20+ new comfort food menu options, 1 place, unlimited fun greater Boston's first classic arcade, bar & restaurant.

Bit.Bar



Brodie's Seaport

215 Derby Street | 978-594-8490
Outstanding menu includes fresh seafood, steak, flatbreads, burgers. Brodies' Lobster Roll won 2014 Best of the North Shore Taster's Choice Award. Outdoor patio, daily specials, live music, functions. Sunday Funday 4-7pm. Reservations welcome.

BrodiesSeaport.com

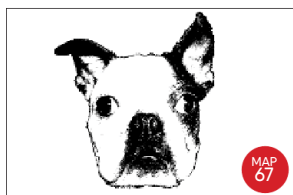


Finz Seafood and Grill

Pickering Wharf, 76 Wharf Street
978-744-8485

Waterfront dining; Raw bar; outdoor patio; inspired and innovative seasonal menus with seafood, steak, chicken and vegetarian offerings; fireside lounge; open for lunch and dinner; private function room. Wi-Fi. 📞

HipFinz.com



Gulu-Gulu Café

247 Essex Street | 978-740-8882
European style café in the heart of downtown Salem! Breakfast, Panini sandwiches, crepes, gourmet wraps, appetizers, espresso, craft beer, wine, desserts, live music Wednesday-Sunday evenings, local artists' work on display & for purchase. Wi-Fi. 📞
GuluGuluCafe.com



Howling Wolf Taqueria

Corner of New Derby & Lafayette
978-744-WOLF (9653)
Fresh & authentic mexican food! award winning food & drink! Coolest cantina on the North Shore! 📞
HowlingWolfTaqueria.com



KOTO Asian Grill – Sushi & Lounge

90 Washington Street | 978-498-4826
Best organic sushi on the North Shore, fine Asian grill, Ramen noodle, full bar, takeout, delivery, live music. Open Mic every Tuesday, karaoke every Thursday, DJ on weekends.
KotoSalemMA.com



Longboards Restaurant & Bar

72 Wharf Street | 978-745-6659

Eat and drink where the locals do! Award winning lobster rolls and sandwiches, specialty pizzas, burgers, and more! Full menu until 11pm. Outside seating. Keno, 70" TVs. Pet Friendly outside patio. ♿

LongboardsBar.com

MAP
70



Nat's at the Hawthorne Hotel

On the Common | 978-825-4311

In a relaxing setting, culinary enthusiasts will appreciate our wine and beer pairings carefully selected to bring out the flavors in each dish. On Sunday's enjoy our famous Jazz Brunch. ♿

HawthorneHotel.com

MAP
2



Opus

87 Washington Street | 978-744-9600

Award-Winning cocktails & sushi, new American cuisine, veg-friendly specialties, sharing plates, glowing glass bar, nightly entertainment, Sunday brunch, outdoor dining. Wi-Fi. ♿

SalemOpus.com

MAP
71



Red's

15 Central Street | 978-745-3257

Red's is Salem's most popular restaurant. Serving award-winning breakfast & home cooked meals for over 50 years. Daily lunch specials from \$6.95. Group Tours welcome. Visit our new online store. Mon-Sat. 5am-3pm, Sun, 6am-1pm. Visit us on Facebook! Wi-Fi. ♿ RedsSandwichShop.com

MAP
72



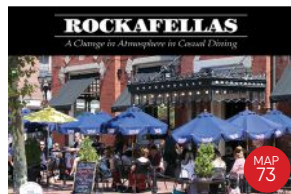
Regatta Pub at the Salem Waterfront Hotel & Suites

225 Derby Street | 978-740-8788

The Regatta serves breakfast/lunch/dinner daily; 50 menu offerings (lunch/dinner); chef provides "Comfort Fare with a Flare"; relaxing, family/friend ambience; indoor & outdoor patio dining - w/ firetop tables; lounge open daily. ♿

SalemWaterfrontHotel.com/dining

MAP
4



Rockafellas

231 Essex Street | 978-745-2411

In the heart of historical Salem this casual chic restaurant is the perfect spot for cocktails and a delicious meal. In the warmer months enjoy your appetizer and cool drink on our brick patio.

RockafellasofSalem.com

MAP
73



Sea Level Oyster Bar & Kitchen

Pickering Wharf, 94 Wharf Street

978-741-0555

Waterfront dining on historic Pickering Wharf overlooking Salem Harbor. Indoor, outdoor bar, outside deck dining, raw bar, fresh seafood, gourmet pizzas, with an amazing beer selection. ♿

SeaLevelOysterBar.com

MAP
74



The Tavern in the Hawthorne Hotel

On the common | 978-825-4342

For casual food fireside in a pub-style atmosphere come to the Tavern for burgers, salads, sandwiches and creative cocktails. The Tavern serves from 11am-11pm daily. Complimentary Wi-Fi. ♿

HawthorneHotel.com

MAP
2



Thai Cuisine and Seafood

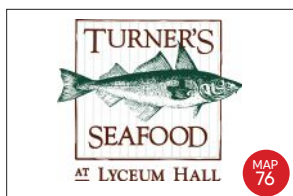
Church Street in Museum Place Mall

978-741-8008

Number 1 Thai 2016-2015-2014-2013. Open since 1990 (7 days/week). Lunch & dinner. Take out, delivery. Try our special mai tai. Groups welcome. Lunch specials. \$6.95, children's specials \$2.95. ♿

ThaiPlace.net

MAP
75



Turner's Seafood at Lyceum Hall
43 Church Street | 978-745-7665
An authentic New England seafood restaurant. Classic Oyster Bar. Fresh Seafood Market, with beautifully restored function facilities. Winner of Northshore Magazine's "Best of the North Shore" for Best Seafood 2014, 2015 and 2016.
Turners-Seafood.com



Victoria Station & Vic's Boathouse
86 Wharf Street | 978-745-3400
The best waterfront dining in town! Salad bar, fresh seafood, slow-roasted Angus Prime Rib. Open daily, open late. Live entertainment. Function rooms and large parties welcome. VictoriaStationSalem.com



Village Tavern
168 Essex Street | 978-744-2858
Across from the Peabody Essex Museum. Outdoor café overlooking the Village Fountain. Largest craft beer selection in Salem, along with oysters, burgers, lobster rolls, and tasty entrees. Buses welcome.
VillageTavernSalem.com



Atrium Café at the Peabody Essex Museum
161 Essex Street | 978-542-1657
Open Tues-Sunday, 10am-4:30pm and holiday Mondays. No need to pay admission to dine. Enjoy light, informal dining in the museum's soaring atrium. Great soups, salads, sandwiches, fabulous pastries and desserts. PEM.org



Boston Hot Dog Company
60 Washington Street | 978-744-4168
Unpretentious counter serve offering a variety of specialty hot dogs, including vegetarian options. BostonHotDog.co



Essex's NY Pizza & Deli
One Museum Place Mall, Suite 122
978-741-1383
Under new ownership! Serving New York-style, hand-tossed pizza, sandwiches and dinners. Open every day, web ordering, free delivery and large groups welcome. Located off Essex Street.
 EssexsNYPizza.com



Flying Saucer Pizza Company
118 Washington Street | 978-594-8189
We provide a healthy alternative to traditional American pizza. Featuring fresh, locally grown ingredients, daily-made dough, and vegetarian, vegan, and gluten-free options to live long and prosper! LiveLongandPizza.com



Milk & Honey
32 Church Street | 978-744-6639
The local urban grocery store focused on quality, community, and sustainability. A thoughtful array of groceries products grab-n-go prepared meals and fresh made sandwiches. Stop by and shop where the locals shop.
MilkandHoneySalem.com

Come for Dinner... Stay for Music.

Glowing glass bar upstairs. Intimate lounge & live music downstairs.
Globally-Inspired Menu, Sharing Plates, Award-Winning Sushi & Cocktails

Entertainment schedule: Opus-Underground.com

87 Washington St. | SalemOpus.com | 978-744-9600



Experience Real Salem Magick! Two Ongoing Performances



THE TAROT EXPERIENCE

An immersion into the mystical
Tarot through performance art,
video & more.



THE WITCHES THREE

A captivating gaze into the
magickal Witch through live
music, theatre & more.

The Witchery

37 Turner Street, Salem, MA
(Across from The House of the Seven Gables)

For Tickets and Info:
TheWitcherySalem.com
339-203-1307



A Cozy Tavern with
Live entertainment • Delicious meals
Pool tables • Skee-ball • Air hockey

villagetavernsalem.com • 978-744-2858

SHOPPING

Trolley Depot
Photo: Jared Charney

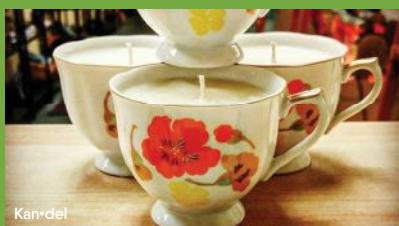


Still Creating Gifts

GIFTS & SOUVENIRS • WITCH SHOPS



Salem Farmers Market



Kan•del



MAP 81

Artists' Row

24 New Derby Street | 978-745-4850
Artists' Row is a stretch of storefronts in the heart of Salem featuring the area's finest artists covering all concentrations and mediums - from paintings, drawings, photography, live music, sculpture, folk art, and more.

[Facebook.com/ArtistRowSalemMA](https://www.facebook.com/ArtistRowSalemMA)

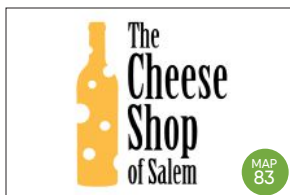


MAP 82

Avalanche Company Store

24 Front Street | 978-594-8301
Manufactures some of the highest-quality and affordable outer and active wear performance & casual lifestyle garments on the market today. Save 30% to 50% off retail prices because "we are the manufacturers."

AvalancheWear.com



MAP 83

The Cheese Shop of Salem

45 Lafayette Street | 978-498-4820
Salem just got more delicious! Come for hand-selected and cut-to-order artisanal cheeses and charcuterie, craft brews and exceptional wines, and a wide selection of specialty groceries for cooking and snacking.

TheCheeseShopofSalem.com



MAP 84

Clever Diva

201C Derby Street | Pickering Wharf
Welcome to your new home for fashion! A boutique shopping experience featuring unique on-trend retail fashion and accessories mixed with designer labels at consignment prices. Unleash your inner diva!
CleverDiva.com



MAP 85

Coon's Card & Gift Shop Penelope's Pet Boutique

226 Essex Street | 978-744-5884
YOUR ONE STOP SOUVENIR SHOP to remember your "AMAZING" trip to Salem. T-shirts, sweatshirts, HUGE selection of tarot cards, crystals, and even a gift for your furry friend at home.
CoonsCardandGiftshop.com



MAP 86

Curtsy

10 Front Street | 978-594-8672
Purveyors of beautiful wares. Gifts, clothing, baby, sleepwear, accessories, jewelry... and so much more! **Find us on Facebook.**



MAP 87

Emporium 32

6 Central Street
An old-world boutique for men & women. Featuring a variety of handmade jewelry & accessories, quality leather goods, romantic clothing, art & home décor, beard & moustache care, vintage curiosities. Full hat shop. Emporium32.com



MAP 88

Harbor Sweets

85 Leavitt Street | 978-745-7648
Always handmade, distinctive New England gift chocolates. Our shop offers a glorious array of gifts and treats. Factory tours available. Call for more information.
HarborSweets.com



MAP 20

The House of Seven Gables Gift Shop

115 Derby Street | 978-744-0991
Enjoy year-round shopping with everything to satisfy the collector, history, or literature buff! Located on the grounds of The House of the Seven Gables. 7Gables.org



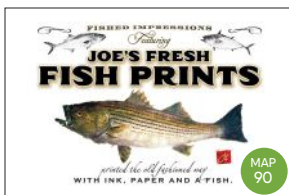
MAP
89

J. Mode

17 Front Street | 978-744-7007

J. Mode is a chic contemporary ladies clothing boutique on Salem's Historic Front St. Collections include Nicole Miller, Tracy Reese, Vince, Three Dots, Velvet, DL Premium Denim, Joe's Jeans, Bailey 44 and many more.

JModeFashions.com



MAP
90

Joe's Fresh Fish Prints

104 Wharf Street | 978-944-1709

New expanded gallery and workshop featuring prints and apparel made from actual fish. Full tackle shop and boat charter services.

FishedImpressions.com



MAP
91

Kan·del

2 E. India Square Mall | 978-744-0620

Specializing in American-made artisanal folk art candles and home ambience, Kan·del has the perfect scent for your home. We pride ourselves in supporting local and independent artists and have something for everyone! ♿

Mkt.com/Kandel_Salem



MAP
92

The Marble Faun Books & Gifts

131-1 Essex Street | 978-594-0110

Literary-themed gift shop with eclectic and antique books; unique souvenirs, novelties, humor, custom teas, fragrant soaps, T-shirts, writing implements; exclusive greeting cards, distinct jewelry and Victorian-inspired accessories; Austen, Poe, Sherlock.

TheMarbleFaunBooksandGifts.com



MAP
57

Maria's Sweet Somethings

26 Front Street | 978-825-9111

Wondrous & whimsical. Unusual & unique. Wacky & Weird. Laugh out loud or just smile all the while. GREAT GIFTS! Celebrating 16 years in historic downtown Salem. Open daily year-round. Winter 10am-9pm. Summer 10am-10pm.

Find us on Facebook.



MAP
93

New England Dog Biscuit Co.

7 Central Street | 978-539-8187

Treat your "best friend" to some of the best, natural dog biscuits anywhere, baked right on-site! Plus natural foods, treats, toys and gifts for cats & dogs! ♿

NEDogBiscuit.com



MAP
94

Ocean Chic Boutique & Waterbar

96 Wharf Street | 978-594-4560

Big brands you know & local ones you're going to love! This seaside shop carries women's and men's clothing and accessories, all with a beachy vibe. Visit our water bar to stay hydrated while you shop!

ShopOceanChic.com



MAP
41

Pamplemousse

185 Essex Street | 978-745-2900

European inspired boutique featuring fine wines, craft beer, kitchen gadgets, gourmet food and gifts! Specialty gift baskets available. Free tastings every Saturday 2-4 pm. ♿

Facebook.com/pmousse.com



MAP
95

Partridge in a Bear Tree

82 Wharf Street, Pickering Wharf

978-744-0548

Your new destination for holiday décor, candles, souvenirs, unique gifts, and funny cards. From nautical to Halloween to Christmas we have it all!

Facebook: [PartridgeinaBearTreeSalem](https://www.facebook.com/PartridgeinaBearTreeSalem)



MAP 23

Peabody Essex Museum Shop

161 Essex Street | 978-542-1619

Enjoy a spectacular jewelry, stylish clothing and stunning décor plus books, prints, toys, cards and gifts from around the world.

PEMShop.com



MAP 96

RJ Coins and Jewelry

68 Wharf Street at Pickering Wharf
978-745-8563

Beautiful, affordable gold, sterling silver and fashion jewelry. Salem souvenir charms, unique scrimshaw gifts, rare coins, and more. Watch batteries installed while you wait for just \$2.99! Open daily year-round.

RJCoinsJewelry.com



MAP 97

Salemipity

Pickering Wharf, 86 Wharf Street
978-745-5556

...for unexpected treasures! Salem tees, sweats, souvenirs, postcards, Halloween collectibles, blown glass witch balls, books on Salem & witchcraft, Salem charms & pentacles. Parking validation with \$10 purchase. Open year-round.



MAP 98

Salem Spice

75 Wharf Street | 978-744-6678

Salem Spice is a fragrant and flavorful reminder of the maritime spice trade of Salem in 1805. Spices, blends, salt, peppers, chiles, and teas for all culinary occasions. SalemSpice.com



MAP 28

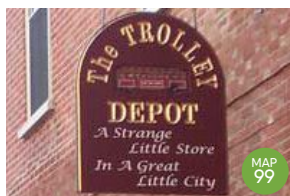
Salem Witch Museum Store

19 1/2 Washington Square North
978-744-1692

We carry made in Salem and New England as well as an extensive collection of books on the trials.

Open year-round.

SalemWitchMuseumStore.com



MAP 99

Trolley Depot

191 Essex Street on Pedestrian Mall
978-745-3003 | 800-821-8179

Your first stop for EVERYTHING in Salem! Trolley tickets & visitor info. Salem's BEST tees, souvenirs, books, jewelry, great gifts & collectibles. Celebrating our expanded store and 26th anniversary! Open year-round.

TrolleyDepot.com



MAP 100

Waite & Peirce

193 Derby Street | 978-744-4319

Visit the new Waite & Peirce store to shop our curated selection of authentic and exotic goods, and to learn more about Salem Maritime National Historic Site.

WaiteandPeirce.com



MAP 32

Witch History Museum Gift Shop

197-201 Essex St. | 978-741-7770

On the Walking Mall. A unique gift shop that's a must visit. The gift shop where you will find just what you were looking for. A wide variety of gifts and souvenirs for everyone. Large selection of witch balls.

See ad on back cover.

WitchHistoryMuseum.com



MAP 101

Witch Tee's

Museum Place Mall Suite 172 & 173
Essex St. | 978-740-0900

Best selection of souvenir T-shirts, select hoods and sweatshirts in Salem. Select Salem & Boston T-shirts only \$5. Infant-adult 4X. Mention this ad and receive \$1 off your purchase of \$10 or more!

WitchTeesSalem.com

MAP
102

Artemisia Botanicals

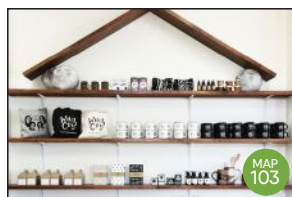
3 Hawthorne Boulevard | 978-745-0065
Step into a world where magick meets the scented. An apothecary filled with over 400 herbs, 100 teas, essential oils, soaps, and other hand-made products for health, beauty, and magick. ♿

ArtemisiaBotanicals.com

MAP
46

Crow Haven Corner

125 Essex Street | 978-745-8763
Find your mojo at Salem's oldest witch shop featuring books, spells, herbs, candles, incense, and more. Stop by for a psychic reading and magical circle with Lorelei and her gifted psychics. CrowHavenCorner.com

MAP
103

HausWitch

144 Washington Street | 978-594-8950
A modern witch boutique filled with handmade wares by local and independent artists and makers. Candles, spell kits, home décor and specialty souvenirs make HausWitch a different kind of witch store. HausWitchStore.com

MAP
51

HEX: Old World Witchery

246 Essex Street | 978-666-0765
Warlocks Christian Day and Brian Cain present magical merchandise for curious visitors and witches alike. Candles, incense, jewelry, potions, and broomsticks found only at HEX! Featuring psychic readings by authentic witches! ♿ HexWitch.com

MAP
104

NuAeon: Home of White Light Pentacles, Inc. & the Cosmic Connection.

Pickering Wharf, 88 Wharf Street
Customer Service: 1-800-Mastery
Store: 978-744-0202
A safe, welcoming, spiritual lifestyle store dedicated to the Holy Art of Magick & the Craft of the Wise. "Spells and gifts that keep on giving." Personal Mail Order at NuAeon.com
Wholesale at WhiteLightPentacles.net



Peabody Essex Museum

Make your own Magic, Create your own Adventure

Visit Salem.org to create your own Salem adventure. If you are interested in museums and tours, art and history, or inns and festivals, we invite you to **build an itinerary** that is perfect for you.





Come find your passion and discover all that Salem State University has to offer. With more than 50 graduate programs and 32 undergraduate majors, there's a degree that's right for you.

s a l e m s t a t e . e d u

Witch House

Salem's only remaining structure
with direct ties to the Witch Trials of 1692
welcomes you to the 17th century.

*trial history*superstitions*remedies*colonial family life*recipes*

310 1/2 Essex

978.744.8815

witchhouse.info

the Witch House is owned and operated by the City of Salem

WEDDINGS & SPECIAL EVENTS



Hawthorne Hotel
Photo: Martin O'Neill

Still Creating Futures

VENUES • TRANSPORTATION



Jessica Ruth Photography

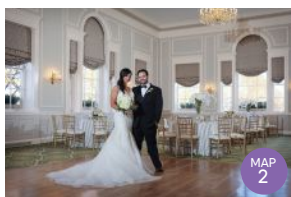


Jessica Ruth Photography

MAP
62**Adriatic Restaurant and Bar**

155 Washington Street | 978-594-1832
The perfect location for your special event. Rehearsal Dinners, Showers, or Corporate Events. Set in this rich setting that accommodates up to 50 people. ♿

AdriaticRestaurantandBar.com

MAP
2**Hawthorne Hotel**

18 Washington Square West
978-825-4359

Our ballroom is a gorgeous space for elegant weddings; 18-foot Palladian windows overlook Salem Common, for sweeping views in all seasons. Our award-winning chefs will create cuisine as superb as the setting. ♿

HawthorneHotel.com

MAP
20**The House of the Seven Gables**

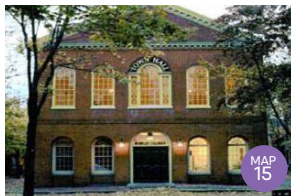
115 Derby Street | 978-744-0991

Imagine on your special day being surrounded by the history of The House of the Seven Gables. The combination of gardens and waterfront will make your event a memorable occasion.

7Gables.org

MAP
37**Mahi Harbor Cruises & Private Events**

Pickering Wharf | Downtown Salem
24 Congress Street | 978-825-0001
Private Events—Tour Packages—Group Transportation. Offering a wide variety of group & private event services throughout the North Shore with two custom boats for groups of 10 to 150. Plus food, bar & entertainment options. MahiCruises.com

MAP
15**Old Town Hall**

32 Derby Square | 978-619-5681

Old Town Hall, an outstanding federal-style building in historic downtown Salem, is an exceptional venue for your special event.

www.Salem.com

MAP
23**Peabody Essex Museum**

161 Essex Street | 978-542-1615

Whether you're planning a corporate banquet or wedding reception, the beautiful Peabody Essex Museum offers a variety of spaces that are perfectly suited for creating memorable occasions. ♿

PEM.org/Venues

MAP
44**Salem Trolley**

8 Central Street | 978-744-5469

The Salem Trolley can provide transportation aboard one of our replica turn-of-the-century trolleys for weddings, bar/bat mitzvahs, birthday parties, parades, family reunions, proms and school events, let us help make your event memorable, safe, and stress-free.

♿ SalemTrolley.com

MAP
4**Salem Waterfront Hotel Events**

225 Derby Street | 978-740-8788

Recipient of The Knot Best Wedding Hall of Fame; 4800 sq. ft. event space; chandeliered ballroom; outdoor wedding ceremony site; complimentary wedding/social catering planners; wedding packages start \$54 per person; events for 10-450 guests. ♿

SalemWaterfrontHotel.com/Weddings

MAP
126**John Andrews Photography**

265 Essex Street

John Andrews Photography specializes in personal documentary style coverage of your unique special day. All weddings are special and unique and the story of the day is our specialty.

JohnAndrewsPhoto.com



Tour breathtaking Salem Sound on our catamaran Endeavour

Touch live sea creatures
from our aquarium



Departs from Salem Wharf
10 Blaney Street,
Salem, MA

*Just a 2 minute walk from
The House of the Seven Gables*



888-400-0601
crew@sea-shuttle.com
www.sea-shuttle.com



FORTUNE FAVORS THE BOLD



Visit the new Waite & Peirce store,
exclusively at Salem Maritime National
Historic Site, to shop our curated selection
of authentic and exotic goods, and to learn
more about the bold ships that brought
home treasures from around the globe.

Proceeds from your purchases support
Salem Maritime National Historic Site.



WAITE & PEIRCE

AUTHENTIC AND EXOTIC GOODS

WaiteandPeirce.com

193 Derby St, Salem | 978-744-4319
Open 10-6pm Daily

NOTCH

BREWERY & TAP ROOM



283 R DERBY STREET SALEM, MA 01970
WED, THUR 5P-11P • FRI, SAT 12P-11P • SUN 12P-10P



MAP 105

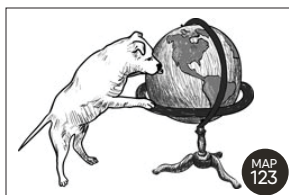
Hawthorne Tours

27 Congress St., Suite. 109
978-744-5463



Receptive operator specializing in custom group tours for 25 or more passengers. We offer expertly guided tours of Salem and the entire North Shore & Boston areas. Complete itinerary planning.

HawthorneTours.com



MAP 123

Wolfe Adventures & Tours, LLC

163 High Street, Newburyport
978-255-1645



Customized day and overnight tours for small to large groups. Receptive tour operator, step-on guides. "Spirits & Mayhem of Salem" 90-minute walking ghost tour with minimum of 20. Step-on and Group rates. WolfeTours.com



MAP 53

Salem State University

352 Lafayette Street | 978-542-6000

As the comprehensive university of the North Shore, Salem State offers undergraduate and graduate programs to students during the day, evening or weekend hours, including many certificates and online/hybrid courses.

SalemState.edu/Admissions



MAP 106

MBTA Train & Bus Service

800-392-6100

MBTA Commuter Rail connects Salem to Boston's North Station via both the Newburyport and Rockport Lines. Walk from Salem Depot to downtown shopping, dining, attractions, waterfront. Bus #450 from Wonderland, Bus #459 from Logan Airport.

MBTA.com



MAP 107

Salem Ferry

10 Blaney Street, Salem
877-SEE-WHALE

Hop aboard at Boston's Long Wharf and in less than an hour you'll be sightseeing, museum hopping, sampling the specialties of local chefs and shopping in Salem's many quaint boutiques and quirky shops. ♿

BostonHarborCruises.com/Salem-Ferry



MAP 120

North of Boston Convention & Visitor Bureau

PO Box 5193 Salisbury, MA
978-465-6555

Explore 34 cities and towns! Historic sites, festivals, museums, land and water activities, shopping and lots of lobster. Thirty minutes from Boston by car, train, bus or seasonal ferry.

NorthofBoston.org

Temple of Nine Wells - ATC

Pickering Wharf, 88 Wharf Street
1-800-Mastery

Celebration of the Witches' Wheel of the Year. Search Facebook at: Temple of Nine Wells - ATC

First Baptist Church

978-744-3780
292-296 Lafayette Street

First Church in Salem (UU)

978-744-1551
316 Essex Street

First Universalist Church

978-744-3224
211 Bridge Street

The Gathering at Salem

SalemGathering.org

Grace Episcopal Church

978-744-2796
385 Essex Street

Immaculate Conception Catholic Church

978-745-6303
15 Hawthorne Blvd.

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- Wed, Oct 25 **The Witch's Familiar: Conjuring Animal Spirits** with Witchdoctor Utu
- Thu, Oct 26 **Portals to the Spirit World** with Rosemary Ellen Guiley
- Sat, Oct 28 **Death and Rebirth: Ritual Transformation** with Sandra Wright
- Sun, Oct 29 **The Mourning Tea** with Leanne Marrama and Sandra Wright
- Sun, Oct 29 **The Dumb Supper** with Christian Day and Brian Cain
- Mon, Oct 30 **Speaking to the Dead** with Laurie Cabot
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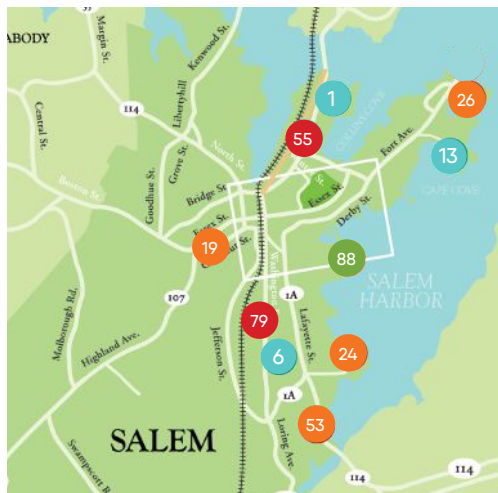
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DIRECTIONS TO SALEM



Salem is located 17 miles north of Boston on the Atlantic coast.

DIRECTIONS BY CAR

From Rte. 128 N take exit 25A and follow Rte. 114 E into Salem. Once in Salem, follow signs to the Salem Visitor Center, Museum & Historic Sites and Downtown Parking.

Please note: I-95 N/128 N share the same road for the loop around Boston. When the roads divide, stay on Rte.128 N. At this point, the exit numbers change from #45 to #28.

From Boston

Take I-93 N to Exit 37A (I-95 N) to Rte.1
28 N and follow directions above. Do
not follow the signs for Salem, NH.

From Logan Airport

(15 miles)

Take Rte. 1A N and at the Salem border follow the signs for the Salem Visitor Center, Museum & Historic Sites and Downtown Parking.

From Cape Ann

(Essex, Gloucester, Rockport)

Take Rte. 128 from Cape Ann to exit 20A to Rte. 1A to Salem. At the end of the Beverly/Salem Bridge, go straight through the light to go into downtown Salem. To go to Bridge Street businesses, turn left at the light at the end of the bridge.

From Maine & New Hampshire
Take I-95 S (from ME or NH seacoast)
or I-93 S (NH) to Rte. 128 N and follow
directions above.

From the Mass. Pike

Take Rte. 90 E to I-95 N/ Rte. 128 N.
Follow directions above.

BuildingSalem.com

Several construction projects are happening and planned in Salem through 2019. For construction updates, including traffic impacts, please visit BuildingSalem.com.

PARKING INFORMATION

Visit ParkinginSalem.com for parking information and maps.

All-Day Parking

Museum Place Garage, 1 New

Liberty St. \$0.75 per hour

Waterfront Garage, 10 Congress St.
\$0.25 per hour

Church Street Lot, Entrances on-
Church & Federal St. \$1.00/hour

MBTA Lot, 252 Bridge St.
\$4.00/day

FOUR-HOUR METERS

On-street meters range from \$0.50 to \$1.50 per hour.

Off-street metered Parking lots range from \$0.75 to \$1.00 per hour.

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THE LAND OF WITCHES & Pirates

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Extended hours in October. Call 978.741.3570. Visa/MC/Dis. witchdungeon.com

Witch History Museum

Experience all the historical stories surrounding Salem's 1692 witch trials told through an interactive tour. Walk among 15 life size scenes depicting these tragic untold stories of Salem. Located at 197-291 Essex St., Salem. Open daily 10am-5pm April thru November. Last tour starts at 5pm. **Extended hours in October.** 978.741.7770 Visa/MC/Dis witchhistorymuseum.com



New England Pirate Museum

Located at 274 Derby Street, Salem, features a guided tour where you will visit a re-created dock-side village and pirate ship and experience the adventures of New England's sea-robbers. Open daily 10am-5pm May thru October (weekends in April and November). Last Tour starts at 5pm. **Extended hours in October.** Call 978.741.2800. Visa/MC/Dis. piratemuseum.com



**Tickets for Salem's Red Trolley
at all three venues!**